Step 4: Pitching and writing the email (1)

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Finding reporters' email addresses

- In order to pitch reporters, you're going to need their email addresses
- Email is the best way to pitch someone
- Not everybody will post their email address publicly, so you might have to do some email hunting
- **Most email addresses follow the same pattern: firstname.lastname@emailprovider.com**
- You can take their first and last name and permutate them manually in different ways until you get a list of potential email addresses
- When you send the email, put one of the addresses in the To: box and the other ones in the Bcc: box
- It's not considered spam unless you send thousands of emails
- **There are tools out there that will make finding email addresses easier for you:**
  - Email Permutator by Metric Sparrow
  - Hunter.io (it installs a browser plugin)
  - Voila Norbert
- If you've made contact with a reporter before, you can just politely ask for their email address